THE SECRETARY OF COMMERCE
Washington, D.C. 20230

MAR - 1 1994

MEMORANDUM TO U.S. TECHNOLOGY LEADERS

FROM: RONALD H. BROWN

SUBJECT: RECOGNITION FOR EXTRAORDINARY ACHIEVEMENTS IN TECHNOLOGICAL INNOVATION, COMMERCIALIZATION AND WORK FORCE IMPROVEMENT

The National Medal of Technology is a prestigious honor for technological achievement which is awarded annually by the President of the United States. The Medal can be given to individuals, teams, or companies. It recognizes extraordinary and exemplary accomplishments in the commercialization of technology as evidenced by the establishment of new or significantly improved products, processes, or services. It also recognizes achievements in the area of workforce improvement.

The Department of Commerce, which manages the program for the President, is now accepting nominations for the 1995 awards. Please consider nominating individuals, teams or companies for this Medal. Enclosed you will find a fact sheet on the Medal program, a nomination form for individuals and teams, a separate form for companies, a guide to completing both forms, and a list of previous Medal recipients.

A distinguished evaluation committee composed of individuals, representing both the private and public sectors, will evaluate the nominations and recommend the finalists to me. I, in turn, will make recommendations to the President.

The evaluators are interested in learning how the nominee's achievements contributed to U.S. industrial competitiveness. Medals are awarded in the following categories: technology management, human resource development, advanced manufacturing technology, product and process innovations, and technology transfer.

Please keep in mind that nominations must be received by October 31, 1994 in order to be eligible for the Medal in 1995. Also note that <u>six</u> letters of recommendation must be obtained and included with the nomination form. For further assistance, please call Dr. Paul V. Braden, Program Manager at (202) 482-5572.

Thank you for your assistance.

FACT SHEET

NATIONAL MEDAL OF TECHNOLOGY (NMT)

What is the National Medal of Technology? The National Medal of Technology is the highest award bestowed by the President of the United States for extraordinary achievements in the commercialization of technology or the development of human resources that foster technology commercialization. This Presidential award is presented annually at a White House ceremony to individuals and companies. The award was established by the Stevenson-Wydler Act (Public Law 96-480).

Who administers the National Medal of Technology? The National Medal of Technology is a program administered by the Department of Commerce's Technology Administration. The President gives final approval for all awards.

What are the areas of achievement in which the National Medal of Technology is awarded? Nominations are accepted for achievements in the areas of process and product innovation, technology transfer, advanced manufacturing technology, technology management, and human resource development that fosters technology commercialization.

Who is eligible to receive the National Medal of Technology? Any U.S. citizen, team or U.S.-owned company is eligible to win the Medal. Persons affiliated with the Technology Administration or who serve on the National Medal of Technology's Steering or Nomination Evaluation Committees are not eligible during the period of their service and for a period of three years thereafter.

What is the nomination evaluation process? A Steering Committee, chaired by the Under Secretary of Commerce for Technology, oversees the program. Nominations can be made either for individuals or for companies. The nominations are then evaluated by members of the National Medal of Technology Nomination Evaluation Committee who are appointed by the Secretary of Commerce.

How many Medals have been awarded? Since the first awards in 1985, eighty-four individuals and three companies have received the National Medal of Technology.

What is the deadline for submitting nominations? Nominations for the 1995 Medal must be submitted by October 31,1994. Nomination applications or additional information can be obtained by writing to:

U.S. DEPARTMENT OF COMMERCE
Technology Administration
Dr. Paul V. Braden, Manager
National Medal of Technology, Room 4418
14th Street and Constitution Avenue, N.W.
Washington, D.C. 20230
Tel. (202) 482-5572 Fax (202) 219-8667

INSTRUCTIONS

Instructions for completing a

NATIONAL MEDAL OF TECHNOLOGY

1995 NOMINATION FORM

INTRODUCTION

- The purpose of the National Medal of Technology program is to recognize individuals, teams and companies/divisions for their extraordinary contributions to technology commercialization or to the development of human resources for fostering technology commercialization.
- There is a nomination form specifically designed for ***individuals and teams***, and a nomination form designed for ***companies/divisions***.

ELIGIBILITY

- A nomination can consist of an individual, a team of up to four individuals, a company or a division of a company.
- In the case of individuals and teams, U.S. citizenship is a requirement.
- In the case of a for-profit or non-profit company, it must be U.S.-owned, defined here as a company where more than 50 percent of its shares or assets are owned by U.S. citizens.
- Members of the National Medal of Technology Steering and Evaluation Committees cannot receive the Medal during the period of their service on such committees and for a period of three years thereafter.

PROCESSING OF NOMINATIONS

- Nominations must be submitted by October 31, 1994 (applications received after this date will be considered for the 1996 Awards).
- Once submitted, nominations will be considered for only one year. The Steering Committee may request the Program Manager to encourage nominators of outstanding candidates to resubmit their nominations the following year.
- The original and five copies of the entire nomination package must be submitted. You may be requested to send another 15 copies at a later date.
- Six letters of recommendation or support must accompany the submission. These letters may be addressed to the nominator(s).
- The Nomination Form should ***not*** be placed in a hard cover notebook. Rather, it should be stapled and placed in a soft folder.
- Please mark an "X" for the category that best represents the contribution.
- Nominations should be sent by express or registered mail to:

U.S. DEPARTMENT OF COMMERCE
Technology Administration
Dr. Paul V. Braden, Manager
National Medal of Technology, Room 4418
14th Street and Constitution Avenue, N.W.
Washington, D.C. 20230

NOMINATION CATEGORIES

Nominations are accepted in the following five categories:

- Product and Process Innovation
- Technology transfer
- Advanced Manufacturing Technology
- Technology Management
- Human Resources Development

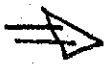
CRITERIA FOR EVALUATING NOMINATIONS



Criteria Common to all Nominations *

(worth 45 points, 5 points per bullet)

- Meaningful or significant impact on commerce and standard of living
- Breadth of market penetration as measured by the number of industrial and service sectors involved and/or depth of influence in one or more sectors
- Impact on U.S. exports and job creation
- Contribution to U.S. competitiveness
- Actual and future return on investment
- Impact of patents, copyrights and trademarks relevant to the achievements
- Impact on U.S. prestige such as the commercialization of a technology with worldwide recognition or significant benefits to mankind
- Degree of public interest in contribution as measured by the number and duration of media exposures
- Promise for serving as a role model



Criteria Common to Individuals or Teams *

(worth 15 points, 5 points per bullet)

- Vision created and the development and execution of a plan to accomplish that vision
- Degree of vision, resolve, persistence, barriers overcome, risk-taking, and methods of risk management
- Evidence of genius and/or entrepreneurial, organizational, or managerial skills demonstrated relevant to cited achievements

Criteria Common to Companies or Divisions of Companies

(worth 15 points, 5 points per bullet)

- Vision created and the development and execution of a plan to accomplish that vision

- Documentation of commercial successes emerging from the organization's culture or structure which is capable of germinating and nurturing **repeated** successes and achievements

- Explanation of how senior management contributed to the cited achievements. For example, outstanding or innovative human resources development program or policy/process for management of employees, creation of an environment conducive to innovation and high performance team work, system of measurement that facilitated achievement, degree of vision, resolve, persistence, barriers overcome, risk taking, and methods of risk management

CRITERIA FOR EACH OF THE FIVE CATEGORIES

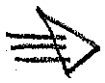
Criteria Unique for Product and Process Innovation
(for Companies, Divisions, Individuals and Teams)
(worth 40 points, 10 points/bullet)

- How customer needs were incorporated into defining, developing, refining, and realizing cited achievement

- How specific technical challenges were overcome to accomplish customer satisfaction

- How specific commercial challenges were overcome to accomplish customer satisfaction

- How cited achievements were proactively integrated with corporate strategy, as well as how team building and integration with key stakeholders (other departments, outside organizations, etc.) was done to facilitate cited achievements



Criteria Unique for Technology Transfer
(for Companies, Divisions, Individuals and Teams)
(worth 40 points, 10 points per bullet)



- How the cultural, organizational, and policy differences between the originator and receiving organizations were identified and overcome

- How the technology knowledge, skill, art, and wisdom was effectively transferred and implemented between originator and receiving organizations

- How specific significant technical challenges were overcome to accomplish customer satisfaction

- How specific commercial and organizational challenges were overcome to accomplish customer satisfaction

Criteria Unique for Advanced Manufacturing Technology
(for Companies, Divisions, Individuals, and Teams)
(worth 40 points, 10 points per bullet)

- How the unique, extraordinarily effective integration of human resources with machines/ hardware/software was accomplished to produce the cited achievement

- Why this cited achievement is the best, or among the best available anywhere

- How specific technical and/or technical/human resources challenges were overcome

- How cited achievements were proactively integrated with corporate strategy as well as how team building and integration with key stakeholders (other departments, outside organizations) was done to facilitate cited achievements and customer satisfaction

Criteria Unique to Technology Management
(for Companies, Divisions, Individuals, and Teams)
(worth 40 points, 10 points per bullet)

- How the process for ensuring identification and development of technology was done and how it was appropriate to the organization and to customer satisfaction
- How technology personnel are developed and utilized to the maximum of their abilities
- How specific technology challenges were overcome to accomplish customer satisfaction
- How cited achievements were proactively integrated with corporate strategy as well as how team building and integration with key stakeholders (other departments, outside organizations) was done to facilitate cited achievements and customer satisfaction

Criteria Unique to Human Resource Development
(for Companies, Divisions, Individuals, and Teams)
(worth 40 points, 10 points per bullet)

- How employees were developed to achieve more sophisticated levels of technology execution, including alleviation of technically-trained workforce shortages
- How employees were developed to utilize technology better for achieving customer satisfaction
- How an environment was created that enables all employees to more effectively utilize technology in meeting customer needs
- How human resources programs relevant to technology are integrated with corporate and functional strategies as well as with key stakeholders (other departments, outside organizations) to facilitate customer satisfaction or cited achievement

Note: The total number of points available to each nominee is 100, with 60 points from common criteria and 40 points from criteria specific to one of the five categories. If a nominee submits for more than one of the five categories, then the points available for each specific category will be divided by the number of categories for which the nomination is submitted. For example, a submission in both "Product and Process Innovation" and "Human Resources Development" could receive a **maximum** of 20 points for each of the two categories, etc. Therefore, the nominator should choose their categories carefully in order to be evaluated on criteria which best represents the achievement.